

Best practices for your Sponsored Brands ads

The key to growing your brand is growing your audience. Sponsored Brands give you the chance to put your name and message center stage, for millions of Amazon shoppers to see.

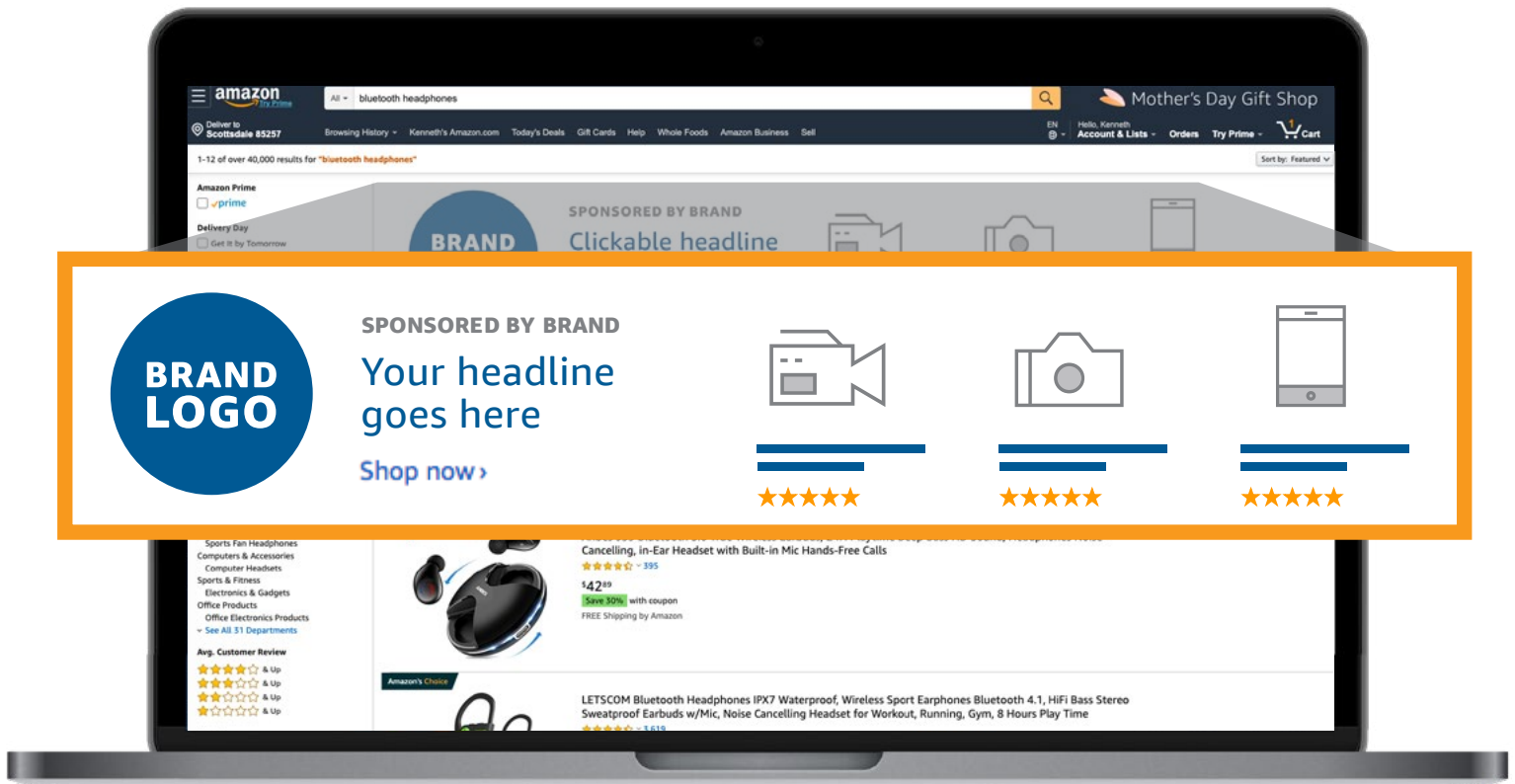
But they can do more than help you build awareness. These creative, customizable ads let you shape your brand's image and share it at scale, as well as drive demand for your entire offering. Here, we show you how to get the most out of your campaigns.





Table of contents

- 4 **Keywords**
- 5 **Landing page**
- 6 **Creative**
- 8 **Budget and bids**
- 9 **Moderation**
- 10 **Measure your impact**



A branded experience: Display your logo, showcase a collection of your products, craft your own headline, and drive to your Store to deepen engagement with your brand and selection.

Quick facts

- ✓ Available to sellers enrolled in Amazon Brand Registry
- ✓ Keyword targeting lets you reach customers shopping for products like yours
- ✓ High-impact placements (like top of search results) provide instant visibility
- ✓ Pay only when your ad is clicked
- ✓ You can set your campaigns with no end date to stay discoverable to shoppers any time

Success tips

From attention-grabbing headlines to smart keyword bids, we walk you through the elements of an effective ad.



Keywords

Keywords play an important role in your campaigns. You can enter ones you know you'd like to target, as well as include Amazon's suggested keywords as you build your ad.

Here are some other tips to keep in mind:

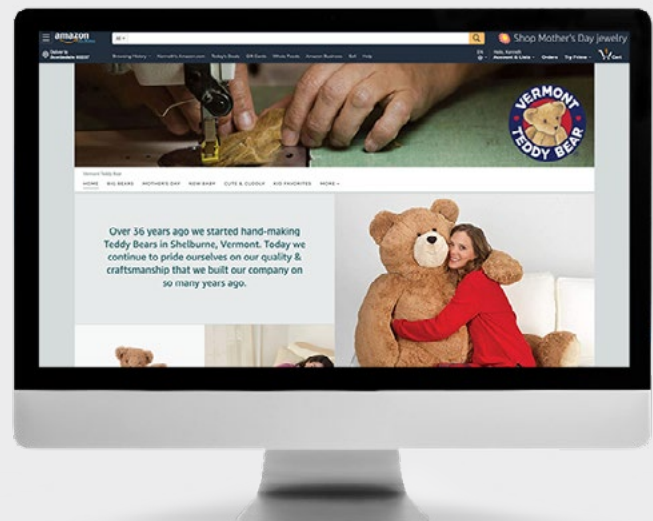
- Include at least 25 keywords in your campaigns, and make sure you have a mix of match types—broad, phrase, and exact—depending on your goals. Broad match gives you the widest traffic exposure, while phrase and exact match can help you refine traffic to your ads.
- If you want a certain word to always appear in any broad-matched keyword, add a broad match modifier by adding a '+' symbol before the word. For example: If you use a keyword '+men shoes' with broad match, then the ad will only match to queries that contain the word 'men.' The ad may match to 'men sneakers,' or 'running shoes for men,' but not to 'running shoes.'
- Boost your reach even more by using branded product keywords (containing your brand name and product name, or some variation of it) plus complementary product keywords. With these, target items sold separately from yours but used together. If you sell SD cards, for instance, bid on the keyword 'digital camera.'
- If there are certain keywords you don't want associated with your brand or products, add them as negative keywords. This will prevent your ad from serving when a customer enters search terms that match with these negative keywords.
- The search term report from your Sponsored Products campaigns provides visibility into the actual search terms entered by shoppers that resulted in at least one click on your ad. Use this report to identify top-converting search terms, and bid more competitively on these keywords in your Sponsored Brands campaigns.

Landing page

With Sponsored Brands, you have a choice about where you want to drive customers when they click on your logo or byline. You can either take them to a product list page featuring a collection of your items (be sure to add as many in-stock ASINs as possible to help make sure that your campaigns won't be paused), or to your free, custom Store. We recommend doing the latter, for a few reasons:

- On average, we've seen that linking your Sponsored Brands campaigns to your Store has a 22% better return on your ad spend, compared to linking to a product list page.¹
- Stores let you promote your brand and products in a dedicated setting, which helps shoppers engage more deeply with your selection and helps you reinforce your identity and message.
- They don't require any design or coding experience, and you can build your Store with easy-to-use, drag-and-drop widgets.
- You can use widgets to automatically customize your Store to individual shoppers, fostering discovery, loyalty, and repeat purchases.

Drive to your Store from your **Sponsored Brands ad** to deepen customer engagement and loyalty.



¹ Amazon Internal 2018, US performance only

Creative

Did you know that nearly 80% of Amazon customers use Amazon to discover new products and brands?² Sponsored Brands help you stand out to them—and it doesn't take a lot of work (or design experience) to create an impactful ad.

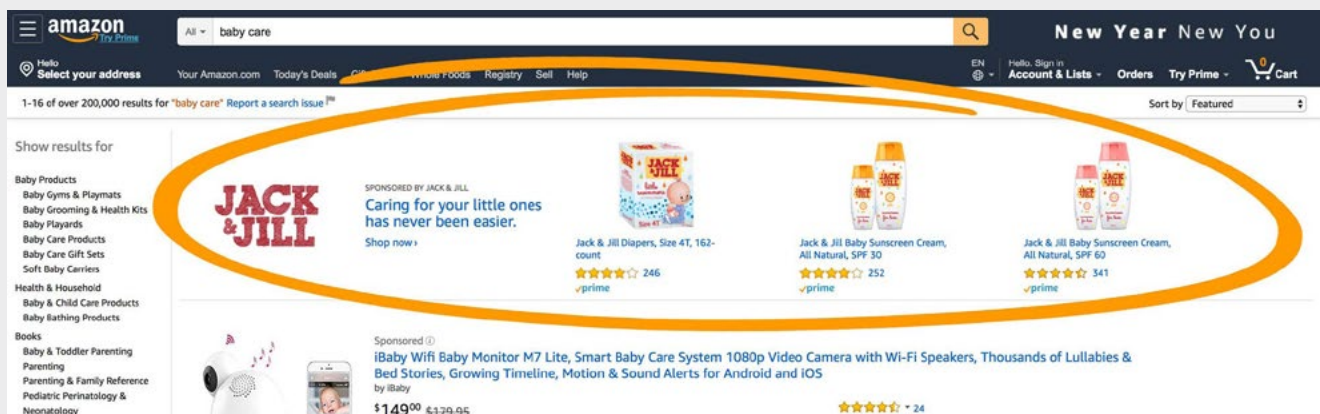
Feature the right products

How should you choose the ASINs to feature in your ad? Your keyword strategy should dictate your selection. For example, if you're targeting 'headphones,' you should show an assortment of headphones (over-the-ear, wireless, sport, etc.) in your ad. If your query is more specific—like 'sports wireless headphones'—you should show different models or color variations of these headphones.

Combine engaging headlines with clear calls to action

Think of headlines as a chance to tell a short but important story about your brand or products. What makes you unique? Why should shoppers consider your items?

Keep your copy concise and benefit-oriented, and pair your headline with a strong call to action like "Learn more." Also, if you're showcasing a new item or seasonal collection in your ad, it can help to point this out in the headline.



² CPC Strategy and Survata, "The 2018 Amazon Shopper Behavior Study," US, Feb. 2018

Test your creative

Because Sponsored Brands ads are customizable, you have an opportunity to find out what about them resonates most with shoppers. Uncover these insights by testing different campaign elements.

To do this, clone your campaign and change one variable at a time—your headline, for instance. Comparing two versions of a single variable allows you to run a simple, effective experiment.



Budgets and bids

How much does it cost to use Sponsored Brands? You decide that by choosing your own budget and bids. Here are some tips to help you out:



Daily budgets give you flexibility to increase or decrease your investment at any time.



We recommend setting a budget of at least \$10 a day. Why? This helps ensure that you won't run out of budget before the day ends and miss out on valuable impressions.



You'll set a default keyword bid—the maximum amount you're willing to pay for a click—for your campaign. The more competitive your bid, the more likely your ad will be to display when it matches a shopper's search terms.



Want to help make your bids more competitive? When building your campaign, look at estimated win rates, or the percentage of impressions you're likely to win for top-of-search placement. You'll have the option to adjust your default bid to boost the chances of your ad winning this placement.



Improving brand awareness requires **5 to 9 impressions³** per shopper. Boost your chances to make an impact with a **strong budget and bidding strategy.**

³Source: Nielsen, "How frequency of exposure can maximize the resonance of your digital campaigns," Sept. 2017

Moderation

Your Sponsored Brands ads require approval by our moderation team before they can go live. If your ad is rejected, you'll receive an email letting you know the reason—but you can help save time (and revisions) with these pointers.

Check your grammar and style

Incorrect punctuation, spelling, capitalization, and Amazon-branded words will be flagged. Triple-check that your copy is accurate.

Don't embellish or compare

You want to put your brand and products in the best light, but avoid using unsupported claims such as “best” or “top-selling.” You also cannot compare your brand to another brand.

Be mindful of language

The language of your ad should match the language of the main Amazon site on which it's served (i.e., French ad copy for amazon.fr).

Pay attention to promotions and holidays

You can promote your deals with Sponsored Brands to help get more eyes on them, but your deal must be created before you launch your campaign. Also, when either calling out a promotion or a timebound event (like Christmas), be sure your campaign end date corresponds with your message.

Accurately reflect your brand

You can display only your registered brand name in the “Sponsored by” field, and the products you feature must be ones you own or are an authorized reseller of.



Measure your impact

You put energy into building your ads, and you want to know that they're driving the right results for you. These are three ways to gauge your performance.

Impressions

One key benefit of Sponsored Brands is that it helps you scale awareness of your brand. With this in mind, consider your reach and visibility over conversions. Your goal should be to get shoppers to see and click on your ad, and so you'll want to track your impressions and click-through rate (CTR) in your advertising reports.

New-to-brand metrics

Another benefit of these ads is that they help you expose new shoppers to your brand. With that exposure comes the opportunity to turn them into customers. Sponsored Brands offer a suite of new-to-brand metrics that let you measure orders and sales over the last 12 months from first-time customers of your brand on Amazon. This helps you understand how many new customers you've acquired in the last 12 months, estimate the cost of acquisition, and develop the right strategies for growing your customer base.

Advertising Cost of Sales (ACOS)

ACOS is your total spend divided by your total sales as a percentage. The lower your ACOS, the better your advertising return on investment.

However, when it comes to Sponsored Brands, low ACOS shouldn't be your primary success metric. Sponsored Brands help you promote discovery with shoppers who are researching what to buy, and driving first-time purchases often costs more than driving repeat purchases.

We recommend referring to your new-to-brand metrics to measure the impact of your campaigns at driving new customers. If you're still concerned with ACOS, you can try optimizing your bids and keywords. These also affect ACOS, and making adjustments in these areas may help you improve your results.